



## 2012 SANTA CLARA ART & WINE FESTIVAL TITLE SPONSORSHIP PACKAGE

The Title Sponsorship package includes every aspect of event promotion to obtain maximum exposure at the largest community event held in Santa Clara. One Title Sponsorship Package is available.

The Title Sponsor package includes:

- Logo exposure or coupon opportunities available on thousands of Festival wine or beer glasses.
- Sponsor's logo to be included on two 30' Festival street banners hung in Santa Clara.
- Sponsor's name included in radio advertising run by the Festival.
- Logo exposure on 60,000 Festival programs sent to every residence and business in Santa Clara.
- Link to sponsor's through the Festival website.
- Space provided for hanging four 3' x 9' banners provided by sponsor.
- Two 10' x 10' spaces in a well-trafficked location.
- Two booths, two tables, and four chairs are included both days of the Festival for sampling/promotional opportunities. The booth structures consist of a 10'x10' steel frame, a top, three half sides, a full back, and a ledge that can be used as a counter.
- Complimentary passes to the Santa Clara Convention Center and ARAMARK Hospitality Tent.
- Santa Clara Art & Wine Festival welcome gifts.

Please refer to sponsor application for current pricing.

Senior Center  
1303 Fremont Street  
Santa Clara, CA 95050  
(408) 615-3170  
FAX (408) 246-0176  
[www.ci.santa-clara.ca.us](http://www.ci.santa-clara.ca.us)

## 2012 SANTA CLARA ART & WINE FESTIVAL PLATINUM SPONSORSHIP PACKAGE

The Platinum Sponsor is the exclusive sponsor of Food Alley. The booth location ensures heavy foot traffic passes your booth throughout the weekend.

Platinum Sponsor package includes:

- Sponsor's logo on two 30' Festival street banners hung in Santa Clara.
- Sponsor's name included in radio advertising run by the Festival.
- Logo exposure on 60,000 Festival programs sent to every residence and business in Santa Clara.
- Promotional announcements will be made from the entertainment stages throughout the weekend.
- Link to sponsor's website through the Festival website.
- Space provided for hanging one 3' x 9' banner (provided by sponsor) in Food Alley.
- A 10' x 10' space in a well-trafficked location.
- A table and two chairs are included both days of the Festival for sampling/promotional opportunities. A booth structure may be rented from the Festival and consists of a 10'x10' steel frame, a top, three half sides, a full back, and a ledge that can be used as a counter.
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## 2012 SANTA CLARA ART & WINE FESTIVAL GOLD SPONSORSHIP PACKAGE

Gold Sponsor booths are located in highly trafficked locations throughout the adult sections of Central Park. Gold Sponsors may be placed next to a beer or wine booth, alongside Food Alley, in proximity to the heavily trafficked Pavilion, or similar locations, ensuring steady flow of foot traffic throughout the weekend. A limited number of Gold Sponsor Packages are available.

Gold Sponsors package includes:

- Logo exposure on 60,000 Festival programs sent to every residence and business in Santa Clara.
- Link to sponsor's website through the Festival website.
- Promotional announcements will be made from the entertainment stages throughout the weekend.
- A 10' x 10' space in a highly-trafficked location.
- A table and two chairs are included both days of the Festival for sampling/promotional opportunities. A booth structure may be rented from the Festival and consists of a 10'x10' steel frame, a top, three half sides, a full back, and a ledge that can be used as a counter.
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## 2012 SANTA CLARA ART & WINE FESTIVAL BRONZE SPONSORSHIP PACKAGE

Bronze Sponsors have excellent visibility and exposure in the Festival at an affordable price. Staffing a booth throughout the weekend ensures terrific exposure to thousands of Festival visitors. A limited number of Bronze Sponsor Packages are available.

Each Bronze Sponsor package includes:

- Logo exposure on 60,000 Festival programs sent to every residence and business in Santa Clara.
- A 10' x 10' space in a well-trafficked location.
- A table and two chairs are included both days of the Festival for sampling/promotional opportunities. A booth structure may be rented from the Festival and consists of a 10'x10' steel frame, a top, three half sides, a full back, and a ledge that can be used as a counter.
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## 2012 SANTA CLARA ART & WINE FESTIVAL KIDS' KINGDOM SPONSORSHIP PACKAGE

Each Kids' Kingdom Stage Sponsor package includes:

- Logo exposure on 60,000 Festival programs sent to every residence and business in Santa Clara.
- A 10' x 10' space in a well-trafficked location.
- A table and two chairs are included both days of the Festival for sampling/promotional opportunities. A booth structure may be rented from the Festival and consists of a 10'x10' steel frame, a top, three half sides, a full back, and a ledge that can be used as a counter.

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